

TechnoHe@lth

using technology to communicate health education

8:45 REGISTRATION

9:15 WELCOME AND REMARKS

Lavell Thornton, MPH, CHES, SCDHEC

State Director of Public Health Education

Lisa Waddell, MD, MPH, SCDHEC

Deputy Commissioner for Health Services

9:30 Closing the Technological Generation Gap

James Wagoner, BA, President, Advocates for Youth, Washington, DC

Will Neville, BA, Director, E-Campaign Strategies, Advocates for Youth

Technology and, more importantly, the internet have changed the world. Young people today are fluent in new media communications while many adults are struggling just to keep pace with the ever-evolving technology. This session draws on Advocates for Youth's experience using various forms of media to reach professionals, parents, and young people with health education messages.

www.advocatesforyouth.org

10:30 Go Interactive for Health

Ann Aikin, MA, Centers for Disease Control and Prevention (CDC)

National Center for Health Marketing: eHealth Marketing, Atlanta, GA

Health Marketing involves creating, communicating, and delivering health information and interventions using customer-centered and science-based strategies. Experiences with applying interactive, electronic health information and interventions will be shared.

<http://www.cdc.gov/healthmarketing/ehm/>

11:30 BREAK (Networking)

11:45 Translating "Unnatural Causes" into Community Action

David Simmons, PhD, Assistant Professor of Health Promotion, Education and Behavior and Anthropology, University of South Carolina, Columbia, SC

Unnatural Causes is a four-hour documentary series and Public Impact Campaign. This session will offer concrete strategies for using the documentary "Unnatural Causes" for community health engagement and empowerment. The documentary was produced to draw attention to the root causes of health and illness and to help reframe the debate about health in America.

http://www.unnaturalcauses.org/assets/uploads/file/UC_Toolkit_All.pdf

12:15 LUNCHEON AND AWARDS

CHES Recognition

Health Education Awards Presentations

2:00 Navigating the Web - Using New Technology to Communicate Health

Cayci Banks, BA, Director of Communications

SC Campaign to Prevent Teen Pregnancy, Columbia, SC

Facebook, MySpace, Blogging, Oh my! This presentation will include an overview of how the SC Campaign to Prevent Teen Pregnancy uses new technology to get its message across. From their traditional website to memberships on social networking sites, you will learn how to use the World Wide Web to your advantage.

www.teenpregnancysc.org

3:00 The Ultimate Leader: How to Become the Leader People Love to Follow

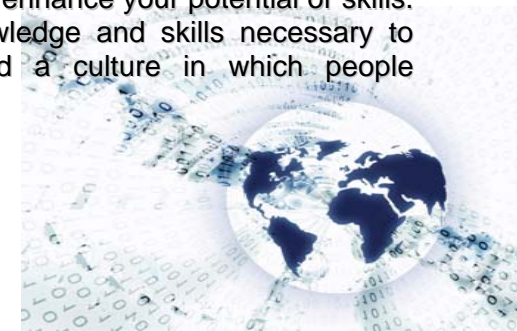
Kwain Bryant, CEO and Senior Consultant

Empowerment Exchange, Charlotte, NC

Leadership is the ability to influence individuals or groups toward the achievement of goals. It is always important to enhance your potential or skills. This session will help participants gain knowledge and skills necessary to create effective teamwork (dreamwork) and a culture in which people consistently perform at their best.

www.wechange.com

4:00 EVALUATIONS/CLOSING



This conference is a special event in observance of
National Health Education Week 2008

Conference Sponsors

SC DHEC Office of Public Health Education
Advocates for Youth, Washington, DC
New Morning Foundation/*TELLTHEM!* Columbia, SC

Planning Committee

Program Chair, Catherine Lamkin, MPH
CHES Committee Chair, Suzette McClellan
Awards Committee Chair, Regina Nesmith
Region Directors of Health Education
Central Office Health Education Consultants



TechnoHe@lth

using technology to communicate health education



Health Education Conference

October 23, 2008

**Brookland Baptist Church Conference Center
1054 Sunset Boulevard
West Columbia, SC 29169**